

The ROYAL



STANDARD

VOLUME TEN

NUMBER THREE

FEBRUARY A GALA MONTH FOR M. A. D. CLUB

The first two months of the new year have closed with the total sales of the branches far beyond any January and February in the history of the Company.

This exceptionally fine start appears to more than justify the many predictions and indications that 1925 will be a highly profitable business year.

It is especially gratifying that this improvement is not scattered, or sectional, but has manifested itself in a pleasing increase from almost every point.

Perhaps the most striking feature of the two month's business is revealed by the personal selling records of the men in the territories. When a general average goes up, it is from one of two causes—the first a healthy, well distributed increase from the rank and file of your sales organization—the second a streaky, unnatural record on the part of several "stars," which, while it bolsters up the average, does not carry equal weight from the viewpoint of the organization as a whole.

The organization may be rightfully proud that the increases in January and February are of the first class. Conditions helped a lot, but the personal fitness of each man to his job—and the steady, strong trend toward perfect selling organization within the branches themselves,—is what played the big part.

The branches that deserve highest commendation for the month's business are widely scattered. Louisville, as usual, is foremost. Then we jump clear across country to Fresno, and back to Providence, giving credit to Philadelphia, Baltimore, Boston, Seattle, Atlanta, Detroit, Pittsburgh and Birmingham, with Houston and San Antonio high up on the list as well.

Ten New Members Join Select Body

Personal records are best measured by the M. A. D. membership, and February was indeed a gala month in this respect. We are particu-

(Continued on page 5)

Station RTCO Broadcasting

MAR 23 1925

Five Radiolas to the Big March Winners

Four Managers and a Dealer will "Get" New York

DIVISION WGES

Are You Good Enough to Win in Your Division?

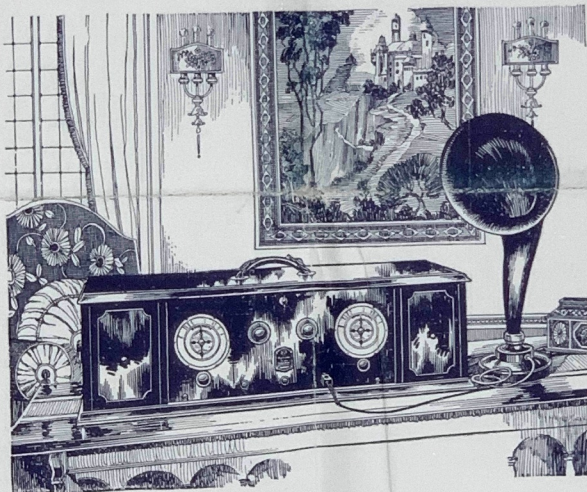
?

DIVISION WCL

?

DIVISION WCJH

?



DIVISION WCBC

?

DIVISION KAWB

?

The big contest based on March business affords an unusual opportunity to every branch manager and dealer in the domestic organization. The divisions are small—fewer offices to compete against mean a bigger chance to come out on top. No office or dealer is handicapped. Each is racing against his own sales quota and the results are based upon percentages of quotas exclusively. The small office has the same chance as the larger one—the small dealer the same opportunity to win the wonderful radio set as the larger one.

What is really the big essential—what will really decide the race in every case—is the "never say quit" spirit that is so inherent a part of the real Royal salesman. The man with the greatest determination to win one of these fine sets—which many regard as the best prize the Company has ever offered in a sales contest—is the man who is most likely to win.

There are no favorites—no handicaps. Throw in the switch for full power—and don't be an also-ran.



THE ROYAL ROAD OF PROGRESS

If you know how to test public opinion, you probably have your own way of acquiring facts upon which you are willing to base your judgment and your actions.

All right, proceed along any line you want to and test the popularity of the Royal Typewriter in the public mind, as compared to its popularity one, two or three years ago. This change in public opinion spells your greatest opportunity for increasing sales. It has been brought about by many factors—the larger number of users of Royal Typewriters were satisfied and recommended the machine—the larger number of machines in the school—the improvements in the typewriter itself—the advertising—the larger sales force—the time element—just getting older and better and stronger through the passing of time—the establishment of confidence on the part of the public in our organization through contact with the Service Department—the greater experience of those in the business who handle the company's affairs, in fact, improved management.

These are real influences. They are working probably faster than you think. The popularity of an article on a national and world wide scale is hard to recognize as its approach is so slow. It is like Spring—no one day seems to be any different than any other, but compared to a month ago or a week ago there is a change.

The man who refused to plant his crops in April because he couldn't plant them in January is no more blind than the salesman who fails to see a change in public opinion toward the Royal Typewriter in the last few years. Seed which might have fallen on sterile soil at that time or been killed by coldness and the lack of proper reception, today will take root and bear a crop of orders.

There is a large city not far from where this letter is written and through this city passed an immense flow of traffic upon a certain avenue.

(Continued on page 2)

Another avenue was opened up, offering greater facilities for the improvement of traffic. It was little used. People were accustomed to use the less convenient route and they continued to do so. But gradually—very gradually—the new route began to accumulate its burden of traffic and its popularity became slowly but none the less solidly apparent. Many still travel by the old route, but the shift to the new one is now recognized by anyone who will take the time to test out the number of vehicles passing over it. However, the change was imperceptible. There was no immediate abandonment of the older and more inconvenient thoroughfare. It was gradual—very gradual.

Those who form the crowd and stream of the new way, however, have almost forgotten the older method. Those who are still using the old route are those who have not tried the new one, or through prejudice believe that it is better because it was the only one a few years ago.

So it is with the Royal Typewriter and with the new way of writing better letters. The current is changing to the Royal thoroughfare gradually, surely. We know that because we are in a position to see it more clearly, possibly, than you do. We have stood on the corner and watched the traffic go by. We ask you to test this change-over in favor of Royal, by any method which will convince you. We know what the facts will show you. You may have an idea that the popularity of the old way still maintains to a great extent, but it doesn't. Test it out. It isn't there any longer. The Royal has come into its own.

Election of Officers

At a meeting of the Board of Directors of this Company held on February 24, 1925, at 316 Broadway, New York City, the following officers were elected to serve for the ensuing year:

H. H. Vreeland, Chairman of the Board of Directors and of the Executive Committee; Geo. Ed. Smith, President; E. B. Hess, vice-president; C. B. Cook, vice-president; E. C. Faustmann, treasurer, and C. J. Haggerty, secretary.

The following officers were also appointed by the Board of Directors: F. J. Carney, assistant treasurer; H. A. Way, assistant secretary.

The work done by the School Department of the New York Office during the past three years has been of such exceptional calibre as to bring forth comment and commendation from many outside sources.

Where, just a few years ago, there was hardly a Royal Typewriter to be seen in a New York High School, it is now possible to walk into almost any one of them and find a room

Cashing in on Royal National Advertising

By R. C. GOLDBLATT, Salesman, Chicago Office

The February issue of the "Royal Standard" gave a list of the National magazines with their issues in which would appear advertisements of the Royal typewriter, and ended with the sentence, "If you are a good typewriter man, you will capitalize on this advertising."



I immediately gave this subject serious thought, and by spending a few dollars, I capitalized on the advertising with the result of several thousand per cent. profit to myself within a few days.

Upon learning that a six-column advertisement would appear in the *Chicago Tribune* on the last Thursday of February, and again on Friday morning in the *Herald-Examiner*, I planned to arouse the curiosity of several hundred possible prospects, and therefore purchased an equal number of government postal cards which I addressed and mailed the evening previous to issue of the newspapers, so they would be in the hands of the prospects the same morning the papers were issued.

Previously, I had telephoned the newspapers requesting the page numbers on which the advertisements would appear.

On the first lot of postal cards sent I had merely two lines multigraphed as follows:

Be sure to read today's (Thursday's)

TRIBUNE - - Page 13

The following evening I sent the same persons the second lot of postal cards, multigraphed as follows:

Did you see the picture on page 13 in yesterday's *Tribune*?

Be sure to read today's (Friday's) *HERALD-EXAMINER* - Page 7

Then I proceeded to call on those to whom I mailed the cards, with remarkable results.

I was also complimented by the recipients of these postals on the splendid advertising idea, as quite often the entire office force was interested in locating the pages referred to, with the result that the advertisement at least made a splendid and lasting impression.

However, I wish to state that when I started out on this campaign on February 25th, I had not yet made my M.A.D., but a few days later I had quite a few to spare.

I shall plan the same work, and then work the same plan, on the issue of the *Saturday Evening Post* of March 7, as well as the other National magazines and can recommend it as a good investment to my fellow salesmen.

Service Contest for January,

Division No. 1

"Boston First"

Mr. Johnson, Foreman of our Boston Office, has started the year 1925 in fine shape by winning first place. Boston is always to be reckoned with in the race for highest honors. Very good work.

Chicago does not let time cut any figure when the big stakes are to be won. In December this Service Department was the winner of first place. For the first month of the new year they take second place. Mr. Tomek, Foreman, is the guiding spirit of this Department.

Mr. Hartan, Foreman of the Baltimore Service Department, has held the same place won during December of 1924. Baltimore may be ready for a sprint during the coming months.

Below is a list showing the respective standing of each Department:

- | | |
|-------------------|-------------------|
| 1—Boston 1* | 10—Atlanta |
| 2—Chicago 1* | 11—Minneapolis |
| 3—Baltimore 1* | 12—Portland, Ore. |
| 4—Detroit 1* | 13—Buffalo |
| 5—St. Louis 1* | 14—Dallas |
| 6—Louisville 1* | 15—Philadelphia |
| 7—Cleveland 1* | 16—Pittsburgh |
| 8—New Orleans 1* | 17—Washington |
| 9—Indianapolis 1* | 18—Cincinnati |
| 10—Los Angeles 1* | 19—San Francisco |
| 11—Kansas City 1* | 20—Hartford |
| 12—New York | |

Division No. 2

Mr. Hutchinson, Foreman of our Birmingham Service Department, is the winner of first place for the month

of January. This is the way to start the new year. Always be a winner.

Mr. Arpen, our Foreman at Jacksonville, managed to make the second highest place for January. Mr. Arpen is one of the new men who is making a name through hard conscientious work.

Mr. Anderson, Foreman of our Bridgeport Office, is not satisfied with twelve stars for 1924, he has decided to try hard for first place every month. If he keeps up this pace he is bound to make first place, at least twice for 1925.

Below is a list showing the respective standing of each Department:

- | | |
|-----------------------|----------------------|
| 1—Birmingham 1* | 22—Memphis |
| 2—Jacksonville 1* | 23—Columbus |
| 3—Bridgeport 1* | 24—Des Moines |
| 4—Harrisburg 1* | 25—Springfield, Ill. |
| 5—Omaha 1* | 26—Youngstown |
| 6—Providence 1* | 27—South Bend |
| 7—Scranton 1* | 28—Denver |
| 8—St. Paul 1* | 29—Oakland |
| 9—Erie 1* | 30—Rochester |
| 10—Bangor 1* | 31—Worcester |
| 11—Springfield, Mass. | 32—Seattle |
| 12—Fort Worth | 33—San Antonio |
| 13—New Haven | 34—Wichita Falls |
| 14—Newark | 35—Little Rock |
| 15—Houston | 36—Fort Wayne |
| 16—Johnstown | 37—Duluth |
| 17—Richmond | 38—Grand Rapids |
| 18—Toledo | 39—Fresno |
| 19—Milwaukee | 40—Evansville |
| 20—Rockford | 41—Wilmington |
| 21—Akron | 42—Albany |
| 22—Portland, Me. | 43—Peoria |
| 23—Dayton | |

National Accounts News

Here they are—the First Ten in February—all big quota managers. Our Congratulations to them!!!

- | | |
|---------------|--------------|
| 1—Houston | 6—Cleveland |
| 2—Atlanta | 7—Louisville |
| 3—Hartford | 8—Seattle |
| 4—New Haven | 9—Pittsburgh |
| 5—Kansas City | 10—Detroit |

The Big Radio Contest is holding the stage this month. The men who win are going to be the ones who cash in on their Big User business. This is the month to land those big deals with the trading advantage you now have. You will surely see the Radio Winners in the First Ten in the March List which appears in the next issue. They must be there to win over the other fellows.

The "N. A. D." is the road to success this month.

Employment Department

Miss Games, of our Houston Office, heads the list for February under Positions Filled, and Miss Dudley of our Fort Worth Office, and Miss Cleveland, of our Peoria Office, tie for second place. Miss Smith, of our St. Paul Office, secured the highest percentage of her sales quota, and Miss Cleveland, Peoria, is second.

Miss Peek, of our Kansas City Office, is first under Positions Filled, and Miss

Thresher, of our St. Louis Office, is a close second. Miss Reynolds, of our Buffalo Office secured the highest percentage of her sales quota, and Miss Thresher, St. Louis, is second.

Miss Thresher, St. Louis, made more calls during the month than any of our other Employment Managers, and Mrs. Hood, Philadelphia, is second. Miss Wirtenson, New York, placed the greatest number of beginners in positions, and Mrs. Clark, Boston, is second.

Below are the standings of our Branches and District Branches based upon the reports we have received to date:

Branches

| Positions | Sales |
|-----------------|-----------------|
| 1—Houston | 10—Newark |
| 2—Fort Worth | 11—Rochester |
| 3—St. Paul | 12—Birmingham |
| 4—Youngstown | 13—Providence |
| 5—Denver | 14—Grand Rapids |
| 6—Akron | 1—St. Paul |
| 7—Toledo | 2—Peoria |
| 8—Portland, Me. | 3—Houston |
| 9—Milwaukee | 4—Milwaukee |
| | 5—Toledo |

District Branches

| Positions | Sales |
|------------------|--------------------|
| 1—Kansas City | 1—Buffalo |
| 2—St. Louis | 2—St. Louis |
| 3—New York | 3—Baltimore |
| 4—Boston | 4—Kansas City |
| 5—Cleveland | 5—Providence, Ore. |
| 6—Indianapolis | 6—Cleveland |
| 7—Detroit | 7—Louisville |
| 8—Portland, Ore. | 8—Philadelphia |
| 9—Philadelphia | 9—Pittsburgh |
| 10—Baltimore | 10—New York |
| 11—New Orleans | 11—Indianapolis |
| 12—Pittsburgh | 12—Boston |
| 13—Buffalo | 13—Detroit |
| 14—Louisville | 14—New Orleans |

SCHOOL DEPARTMENT

Charter Members of Our 100 Per Cent. Club

| | |
|--------------|----------------|
| Albany | New Orleans |
| Boston | Pittsburgh |
| Bridgeport | Portland, Me. |
| Davenport | Portland, Ore. |
| Denver | Rochester |
| Erie | Rockford |
| Harrisburg | San Francisco |
| Hartford | South Bend |
| Jacksonville | St. Louis |
| Louisville | Wichita Falls |
| Milwaukee | Youngstown |

The above offices secured 100 per cent. or more of their school quotas during January. The average percentage of quotas secured is over 188 per cent. This is a splendid record, and I appreciate the good work they have done. Our boys are making a systematic fight for school business, and according to the reports which we have received to date the following offices have qualified this month as new members of our 100 per cent Club:

| | |
|------------|------------|
| Baltimore | Johnstown |
| Bangor | New Haven |
| Columbus | Providence |
| Des Moines | Waco |
| Fort Wayne | |

ROOMS FULL OF ROYALS

full of Royals, doing their part in teaching the future business men and women the value of better typewriting.

In the big business schools, the same change-over in favor of the Royal Typewriter is apparent. Just last week your editor dropped in at one of the biggest business colleges in the country to visit with some

friends, and saw that, since his last visit, not so very long ago, Royals had replaced nearly every other make of machine, and very soon, so the principal expressed himself, the entire school will be standardized on Royal Typewriters.

This is just one indication of the trend to the Royal which Mr. George M. Guest, our Metropolitan School Department Manager, is creating.

The two pictures accompanying this article are representative of the many schools in New York which are satisfied users of the Royal Typewriter.

The room to the left is one of the typewriting classes of the Thomas Jefferson High School, of Brooklyn, N. Y. This is one of the newest and best equipped high schools in the Metropolitan District, and it is indeed a credit to the Royal Typewriter that the majority of their teaching equipment, and their entire office equipment—is Royal. The officials of the school made a thorough investigation of machines used in other high schools, and their decision in favor of Royal means a great deal. The room shown contains all Royals—about sixty-five of them.

The picture to the right shows one

of the typewriting classrooms of the Mockridge Business College, also of Brooklyn. This high-grade business college has also recently traded out their other machines for Royals, and at the present time, ninety per cent. of their equipment is Royal. The Mockridge is a representative private school, and their choice of Royals is also significant.

These two illustrations will be followed by others from month to month showing the standardization of schools throughout the country with Royal Typewriters, and it is suggested that you retain them and make use of them in connection with schools in your own territory. They will help support your statements about the great strides the Royal is making.



Thomas Jefferson High School



Mockridge Business College

THE ROYAL TYPE BAR SEGMENT

Again we are presented with an article showing the thorough planning and careful development of our product at the factory. This time, our story is in connection with the Type Bar Segment, one of the most im-

portant parts in the Royal Typewriter. Important, did I say? Well, I liken it to the hands and fingers of the body, because whatever we undertake to do, they are very necessary and much in evidence at all times,

and without them we couldn't do very much. The printing and writing is very largely controlled by the Segment, Bars and Type Guides. Of course, other adjustments are necessary, but a Segment must have perfect slots for perfect Type Bars to fit in, and this very condition is one of the most vital towards the successful writing of the Royal Typewriter. The Segment bearing surface being of high grade cast iron, and the Type Bar bearing portion of high grade carbon steel, hardened, we are blessed with as fine a bearing as is possible.

Let us follow for a few moments the development of the Segment. Some of us may remember that several years back, our Segment was made in two pieces, Front and Back Segment sections, and in 1908, a one-piece Segment was developed. In 1912, change in form was made and in 1921 Segment was again changed, having the support integral with the Segment. All of these changes were the results of continual checking to have as perfect a working part as our engineers were capable of, and to lessen the strain, that the Segment could not be affected in any way.

As you look at No. 1, on the picture, you get an idea of the casting in the rough as delivered to us by the foundry. It is made of the finest grey iron obtainable. Then glance at No. 3 on picture 1, and you will note the Segment has been profiled, drilled, milled and 42 slots have been cut. The high grade mechanic, when told that these slots are cut to .0006 of an inch becomes greatly interested with this very fine limit of work, and especially when informed that the machines doing this extremely close work were designed by Royal Engineers and built by the factory. The illustration No. 2 shows the foreman of our Segment and Type Bar department following up the work and inspecting the slotting of the Segment. This he does several times a day, as machines must be kept in fine working order and the quality absolutely maintained.

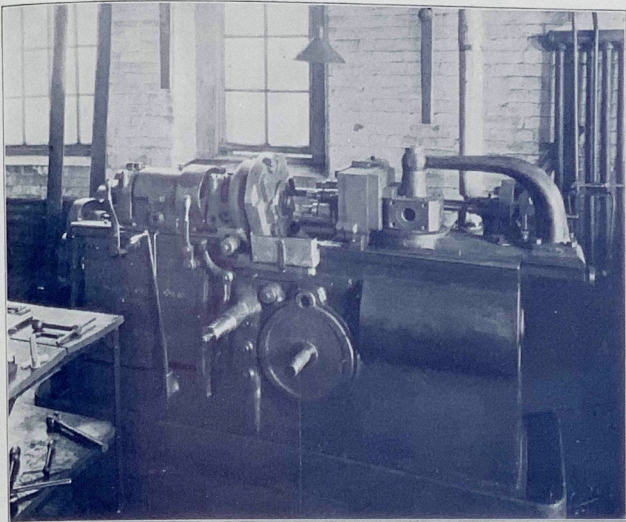
No. 4 in the picture No. 1, shows the Segment polished and plated with Segment wire fitted ready for the next

operation. The Segment wire is produced for us within .0005 and is specially hardened for our purpose.

No. 5 in picture 1 shows Type Bars fitted to Segment ready for Type soldering. In fitting the Type Bars to Segment, we grind the bearing surface of the bar that fits into the Segment on special machines designed by our engineers and built at the factory. These machines are high grade with cup emery wheels and micrometer adjustments, and they are in a large measure responsible for the fine

fitting of our Type Bars. Perfect fit, is the keynote, thus ensuring long life and accurate printing.

The work of the Segment is too important to overlook, for an instant. "Compare the Work" challenges not only our competitors, but the factory men as well. One cannot issue a challenge, and then sit down waiting for it to be accepted. Indeed, no. The spirit of the challenge must be supplemented with keener analysis, greater developments, and better utility.



Picture No. 3—A Special Royal Designed Chuck

Surprise Party for J. T. Wellman, Louisville Manager

By RUTH HOAGLAND

On Saturday evening, February 7, J. T. Wellman, Manager of the Louisville Office, was given a surprise dinner party in the Grey Room of the Tyler Hotel by the sales, office and service employees. The dinner was given on anniversary of the dinner given by Mr. Wellman for the good work in the sales contest of the last three months of 1923. The party numbered eleven in all.

There are few things that go on around about the office and service department that Mr. Wellman does not know about. But one time something was planned, and he not only did not know it, but was the most surprised person we have ever seen—even at a surprise party.

You no doubt will wonder how we managed to get him to a hotel at that hour of the evening on Saturday without causing him to suspect that something was afoot. One of the owners of the hotel is a friend of Mr. Wellman's, and was kind enough to lend us his assistance by calling and asking Mr. Wellman to call at five-thirty to talk to him about buying a new Royal typewriter. That is one call that Mr. Wellman can hear at any hour of the day, and in this case, of the night, and one he always answers. It might be compared to "The Call of the Wild." Folks wild to buy Royals. Mr. Wellman says the man at the hotel will have to buy a Royal now to get even with him.

Our party was a success for many reasons. First, because it was what we had planned, a real surprise. Second, because every one took turns in telling about good stories and jokes, and then in giving a serious talk about the work of the past year and our plans for the coming year.

Mr. Wellman in his talk made each one feel that the work of 1924 had been worth while by telling us that we had given him support worth while in making it a good year, and also told us that January, 1925, was the best January the Louisville Office has ever known. It was good to hear from the people with whom we are so closely associated and yet so seldom really know.

The keynote of every talk it seemed was that we are all glad to work for Mr. Wellman and the Royal Typewriter Company, and that our aim for the coming year and all the years that are in the future, will be that we will do our very best in every way that we can.

"Royal-Designed" Quality

The production of Royal Typewriters has become so large as to receive serious consideration by its expert engineers and designers of specially built machines. Intensified production in large quantities can only be accomplished by specially built machines for the purpose. The Royal factory now has many such machines and several more are being built at the plant. Machines that have taken months to construct are in operation producing particular parts and adding a mechanical quality that can be obtained in no other way. Many mechanics operating these machines become specialized experts. Methods and operations are being investigated and analyzed as never before. Quality is the reigning factor. Royals are made better, handled better and stand the wear better.

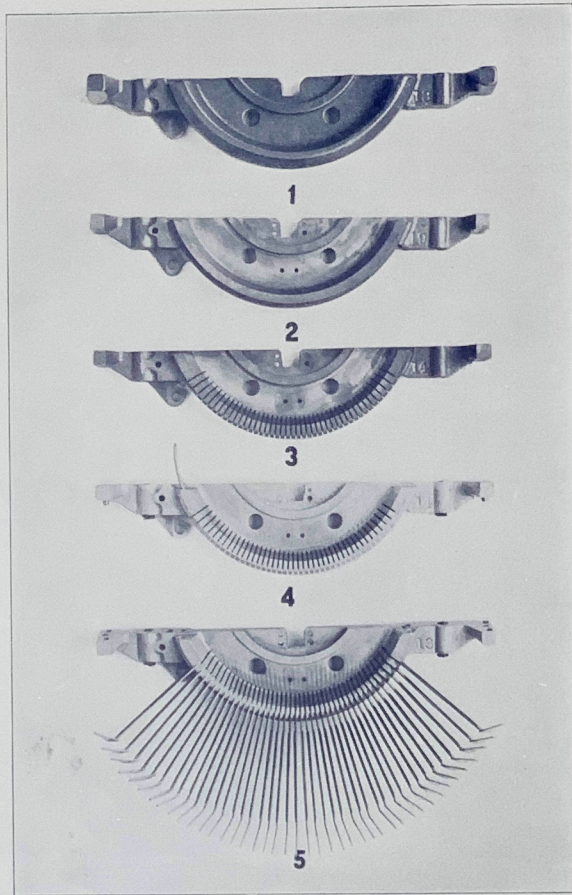
Foremen's Club

The Foremen's Club entertained about forty executives from other factories at the meeting on February 18th. The Assistant Foreman, 15-year men, investigators and others were also present, making a total of about 180. The Royal Orchestra played during the supper, which was followed by group, solo and quartet singing.

R. C. Chidsey, Utility Foreman, addressed the meeting, his subject being "How the suggestions, complaints, etc., from Sales Department are investigated and approved, and what quality does for sales."

C. B. Cook, Factory Manager, gave a brief but convincing talk on the value of doing things right the first time, and that quality is back of every concern's success.

F. E. Rogers and G. Van Alsnyde of the Air Reduction Sales Company, New York, gave a lecture, and a liquid air demonstration, with a four-reel motion picture on "Oxygen, the Wonder Worker."



Picture No. 1—The Manufacturing Process



Picture No. 2—Segment Slotting on Special Machines

Dealers' 100% Club

Thirty-two Royal Dealers from coast to coast are represented on the Honor Roll for February—the shortest month of the year.

The names of those Dealers, who also made January Honor Roll, are distinguished by the asterisk and we congratulate these repeaters and welcome the new members.

Many statements have been circulated to the effect that business conditions are greatly improved and the excellent results obtained by Royal Dealers during the first two months of 1925 confirm these statements.

Big business times are here and each and every dealer has a wonderful opportunity to smash all of his previous records.

Watch for the March Honor Roll.
*H. G. Bancroft,
York, Pa.

W. A. Beach Printing Co.,
Sioux Falls, S. D.
Border Cities Office Equipment Co.,
Windsor, Ontario, Canada.

*Bristol Typewriter Co.,
Bristol, Va.

Calhoun Office Supply Co.,
Spartanburg, S. C.

*Carolina Typewriter & Office Supply Co.,
Raleigh, N. C.

Crosby-Mook Typewriter Ex.,
Warren, Ohio

*Roy A. Davis,
Colorado Springs, Colo.

*Daytona Book & Stationery Co.,
Daytona, Fla.

*J. C. Duell Sales Co.,
Miami, Fla.

*C. L. Eicholtz,
New Oxford, Pa.

Gerrie Press,
Sault Ste. Marie, Mich.

*Graham & Wells,
Corvallis, Oregon
F. J. Haberle,
Allentown, Pa.

*John I. Kerr,
Port Huron, Mich.

La Salle Printing & Staty. Co.,
La Salle, Ill.

Lux & Swadener,
Logansport, Ind.

C. C. & H. C. Macomber,
Saginaw, Mich.

Parker's Book & Music Store,
Fort Myers, Fla.

Patterson-Blair,
Fayetteville, Ark.

*Paxton Typewriter Co.,
Bloomington, Ill.

*Geo. A. Pearce,
Abilene, Texas.

Pound & Moore Co.,
Charlotte, N. C.

Preston Typewriter Co.,
Knoxville, Tenn.

*W. W. Prior,
Trenton, N. J.
J. E. Richardson,
West Palm Beach, Fla.

*H. J. Roof,
Tampa, Fla.

*Royal Typewriter Ex.,
Pittsfield, Mass.

John Rugen,
Newport, R. I.

Tribune Printing & Supply Co.,
Great Falls, Mont.

*Tulsa Typewriter Co.,
Tulsa, Okla.

E. F. Winfield,
Grand Junction, Colo.

The Dealer Map

On one of the walls of the Dealers' Sales Department at the Home Office hangs a map of the United States and Canada showing the various cities, counties, principal towns and other map essentials.

The location of every Royal dealer is indicated by a large red tack, while a same sized blue tack shows the location of the various Royal branch offices. A smaller size red tack gives the location of the various sub-dealers, and a corresponding yellow tack the sub-offices of the branches.

One visitor upon viewing this map explained that it looked like a bad case of the measles, and from this remark you will be able to visualize the number of red and blue tacks dotting the United States and Canada, indicating Royal Sales and Service Stations.

The Royal Branch and Royal dealer are the two big arms of the sales organization. Each have separate fields to govern, so to speak, but one complements the other in achieving wide distribution of the Royal in making prompt service possible to the Royal user.

ROYALIZING THE PANHANDLE

We are presenting to our readers this month three excellent photos which were sent to us by Royal Dealers, Russell & Cockrell.

Their modern headquarters are located at 615 Taylor Street, Amarillo, Texas, which city is commercially the center of what is known as the "pan-handle" of Texas.

On walking down Taylor Street the large Royal poster displayed on the side of the building and the striking advertising on the sun-shade commands our attention.

Upon entering the store the immaculate and neat arrangement of their merchandise radiates an air of character and quality.

A flight of stairs is noticed in the rear, and we are told that it leads to the typewriter and office equipment department which is shown in one of the pictures.

By diligent and thorough canvassing these Royal dealers have been building up a Royal territory and the records at this office show that they have been increasing the volume of sales year after year which in itself indicates progress.

In a previous issue of the "Standard" we told how this dealer had inaugurated the novel plan of award books to the students qualifying for the efficiency tests, and by their co-operation with the schools in the way of helping students and by rendering prompt service, has enabled them to Royalize many schools in their territory.

Unfortunately we did not receive



the pictures of Mr. H. M. Russell and Mr. C. C. Cockrell, both of whom are old Royal men, and we hope that in the near future we will be able to introduce them as well as their typewriter specialist, Mr. D. Vahue, to our readers.

Welcome New Dealers

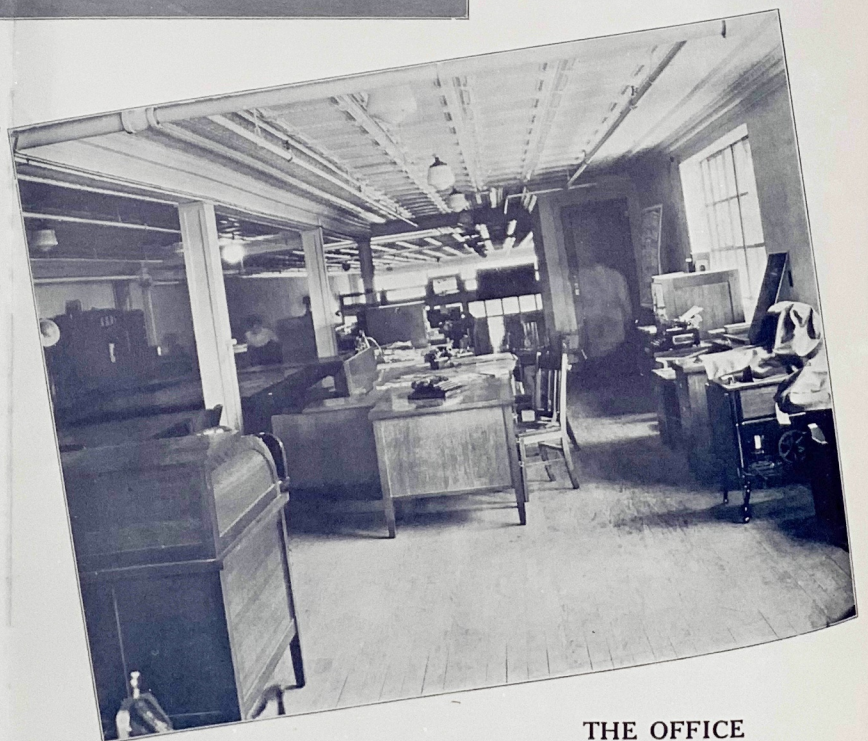
Distance doesn't mean a thing to the Royal Dealers Organization. The hills of Colorado look just the same to them as a field for Royal sales as do the cities in Massachusetts and New York and the plains in Texas.

Our list of new dealers this month covers quite a stretch of territory. The STANDARD takes this opportunity to welcome into the organization Mr. H. I. Copeland of Troy, New York, Mr. J. R. Durkin of Pittsfield, Massachusetts, Mr. H. E. Davis of Sioux City, Iowa, Mr. R. P. Matthews of Springfield, Colorado, Mr. Julien Estes of Texarkana, Arkansas, H. C. Stewart, Columbus, Ga.; General T. W. Exchange, Hagerstown, Md.; General T. W. Co., Fort Dodge, Iowa, and feels that the addition of these very capable dealers to the Royal staff has greatly improved the Royal Sales Organization throughout the country.

We expect fine results from these new dealers and urge them to mark their first months in Royal service with an appearance in the Dealers' Honor Roll.



THE STORE



THE OFFICE

High Sales Records Made in the British Isles

From the British Isles, we have received stories of some exceptionally fine sales records that have been made recently by individuals attached to the organization of the Visible Writing Machine Co., Ltd., Royal dealers in that part of the world.

Commencing October 1st, these dealers ran a Provincial Sales Contest which lasted for four months,



C. H. Webster

ending in January. Participation in this contest was limited to the Agencies and Branch Offices throughout the Provinces.

Needless to say, there was an abundance of fine spirited competition among the agents and branch offices, and although all of them could not win the prizes, the results accomplished throughout the organization were very gratifying.

The three prizes were all won by Agents, the first prize having been taken by Mr. C. H. Webster, of Aberdeen, Scotland, who attained 194 per cent. of his quota during the four months of the contest. Mr. Webster's record was really a marvelous one, by reason of the fact that he increased his average monthly sales by well over 300 per cent.

Our loyal friend, Mr. S. V. Hall, of Liverpool, won the second prize with 176 per cent. of his quota for the four months. During the last month of the contest, Mr. Hall procured a very large order for Royals from Lever Bros., Ltd., the famous British soap manufacturers. Mr. Hall is one of the Visible Writing Machine Company's oldest and most valuable Agents.

Mr. W. Watson, of Glasgow, Scotland, was the winner of the third prize. Although he is one of the newer members of our dealers' Agency Organization, Mr. Watson has already shown his mettle as a Star Salesman. His fine record of 143 per cent. of the quota assigned to him for the four months of the contest was certainly a commendable showing, and it is an assurance that Royal sales in the Glasgow district will not suffer any for want of enthusiasm.

The photographs of the victors are shown above, Mr. Webster, at the left, Mr. Hall, lower left, and Mr. Watson, lower right. Our hearty congratulations are extended to these gentlemen, whose accomplishments in connection with the contest are sure to prove exemplary to the many other Agents and Branches of the British organization.

"The Royal 100 Per Cent Club" This is the name that has been given by our dealers at London to the club that is made up entirely of men who have qualified for membership by maintaining an average of 100 per cent. or more of their sales quotas for

A MESSAGE TO THE FOREIGN ORGANIZATION

The year 1924 closed with the largest Foreign Sales Record since the peak year of 1919, in spite of unsettled political and commercial conditions in many parts of the world. This proves beyond the shadow of a doubt the efficiency of co-operation in our work as well as the great productive value of intensified selling effort in your territories.

The year before us opens at the time of the greatest commercial revival of the past century, with an almost universal reign of peace and with the governments of the various countries of the entire world in the hands of competent and established authority.

With the manufacturing



T. T. Malleson

and executive facilities of the Royal Typewriter Company at your disposal, and the present day Royal Typewriter—the finest writing machine that has ever been built—as your product, it

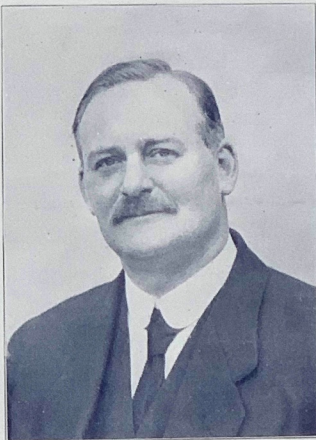
only remains for another united sales promotion effort to carry the Royal to the head of the industry in every territory.

Will you pledge yourself to help us realize our hopes by an acknowledgment of this appeal in terms of sales effort? Last year's results have shown you what may be expected. Let 1925 results prove the Royal to be a dominating factor in the world's Foreign Commerce.

With fullest appreciation of your past efforts, we extend best wishes for your future success.

each month throughout the entire calendar year.

The photograph at bottom shows the gentlemen who qualified for membership in this Club during the year 1924. Reading from left to right, the gentlemen shown are:



S. V. Hall

First row: Mr. Cyril Salter, Mr. S. H. Goodwin, President of the Club; Mr. H. D. Ebbutt. Second row: Mr. H. D. Buckeridge, Mr. P. C. Fielding. Standing, center: Mr. W. H. Roberts. Mr. Goodwin is President of the Club by virtue of his having secured the highest percentage of his quota, over 100 per cent.

Tried and true members of the Royal "Machine-A-Day Club," these gentlemen have reason to feel proud of their records for the past year, as has been evidenced by their initiation into the London "Royal 100 Per Cent Club." The results they obtained during the year are a compliment to their ability to maintain their excellent monthly averages.

Mr. F. J. Soan, Manager of our Dealers' Supply Department, is the newest member of the Royal "Machine-A-Day Club" from the British Isles, having successfully completed requirements for admission during the month of January. Mr. Soan's accomplishment is deserving of special mention through the fact that he sold

more than the required number of machines while acting as Shop Salesman at London. To have been able to sell so many machines under these circumstances is an unusual experience, and one upon which Mr. Soan is to be congratulated. This gentle-



W. Watson

man's photograph appears directly below.

The very active management of the Visible Writing Machine Company, Ltd., is to be highly complimented in having surrounded itself with men who are capable of accomplishing such enviable records. We, too, have confidence in the ability of these gentlemen to produce other meritorious records which we know they will be able to bring about through their energetic, every-day work.



F. J. Soan

ERRATUM

In the standing of foreign dealers M. A. D., in the February issue of the "Royal Standard," an error was made in placing Mr. R. H. Eastman in Czechoslovakia instead of Australia, where he is under the guiding hand of Sydney Pincombe, Ltd. We take this opportunity of making this correction.

February's M. A. D. Record

(Continued from page 1)

lary pleased to welcome ten new members. This in itself is a feat to note well. It is becoming increasingly difficult to find new members for the Machine-A-Day Club. Month after month new men have been winning the ring, until by this time, most of the managers, and many of the salesmen are members, and "prospects" for the club are becoming more and more rare.

Therefore, it is no small achievement to chalk up ten men in any one month. There were many repeaters, and they are continuing to pour in as this number goes to press. These steady repeaters form the color guard of the club and the real stars of the Royal selling organization.

We heard someone remark that a great many men are willing to win the ring, become a member of the Machine-A-Day Club—and let it go at that, but we are sure this is not so, and we leave it to the members themselves to bear it out. Once a man has set this mark of a machine a day, he unconsciously places himself in that class, and makes that record a breaking point—a goal which he has achieved and can achieve again.

He has established the fact that his capacity is big enough to put him above the average man—and if he fails to make that record again, his most severe criticism comes within his own mind. The Machine-A-Day ring is the finest insignia of honor a typewriter man can win. To continually assert his right to wear it is his biggest responsibility.

May we see these new men in the guise of repeaters month after month, now that they have hit the mark.

VISIBLE'S 100 PER CENT CLUB



Cyril Salter

H. D. Buckeridge

S. H. Goodwin

W. H. Roberts

P. C. Fielding

H. D. Ebbutt

MACHINE-A-DAY CLUB—FEBRUARY

The Machine-A-Day Club is shown again this month in its entirety. The club has grown to such proportions that it is impossible to set forth each month the entire membership list, so that we are obliged to confine ourselves many months to simply the new members and the repeaters. However, we shall try to show the full list every third month. We urge new members each month to send in their pictures as well as their ring sizes immediately they have made the club, so that we can give them the proper credit and award. Following are the names. Those followed by the asterisk represent members who sold the requisite number of machines in February. The number following the asterisk indicates the repeats credited to the member.

TEN NEW MEMBERS

T. C. PITTARD
AtlantaA. PATTERSON
BirminghamH. D. McCANN
ChicagoG. P. JOHNSON
Kansas CityA. O'BRYAN
LouisvilleR. S. WILLIAMS
LouisvilleC. BAILEY
DetroitC. F. TREGEAR
PhiladelphiaJ. H. ALDEN
ProvidenceH. C. PINDAR
Philadelphia

AKRON

L. J. Michel

ATLANTA

C. C. Crawford
J. W. Mann
T. C. Pittard*

BALTIMORE

E. G. Dodge 18*
P. F. Hambsch
J. C. O'Keefe

BANGOR

H. W. Boshan

BIRMINGHAM

A. Patterson*

BOSTON

D. R. Austin
I. C. Barlow
H. E. Burton 16*
F. I. Crocker
F. J. Edwards
G. H. Palmer 3*
B. W. Simpson

BRIDGEPORT

J. F. Dacey

BUFFALO

C. M. Pillow 7*

CHICAGO

A. G. Frechberg 5*
E. J. Goldblatt
R. C. Goldblatt 12*
B. P. Hamil
W. E. Howard
R. F. Hoyt
E. H. Johnson 10*
J. C. Laborence 11*
W. B. Larsen
H. D. McCann*
H. Nuhn
A. J. Redding 8*
J. M. Roberts 19*
A. C. Wheeler
L. E. Wilson

CINCINNATI

S. D. Wakefield 11*

CLEVELAND

M. C. Hull 12*
E. H. Krall
W. H. Teate
W. C. Rogers

COLUMBUS

L. V. Bell
G. C. Kinnamon

DALLAS

J. H. Kennedy
A. C. Reed

DAVENPORT

G. D. Lawless

DAYTON

O. P. Gilmore

DENVER

W. H. Mitchell

DES MOINES

P. S. Jones

DETROIT

C. Bailey*
C. W. Knox
E. L. Owen 2*
L. D. Teeters 7*
K. F. Walker
O. T. Wheaton

ERIE

C. V. House

FORT WORTH

P. H. Billman

FRESNO

H. H. Tompkinson 9*

GRAND RAPIDS

E. E. Jones

HARRISBURG

W. C. Whitman

HARTFORD

W. C. Bartley

HOUSTON

H. F. Brainerd 27*

INDIANAPOLIS

J. F. Gilligan

JACKSONVILLE

W. H. Courtenay

JOHNSTOWN

W. S. Orvis

KANSAS CITY

J. H. Hinck

LITTLE ROCK

T. M. Patterson

LOS ANGELES

F. W. Hassett

MILWAUKEE

G. P. Johnson*

MINNEAPOLIS

P. W. Jones 25*

NEWARK

S. D. Edwards

NEW HAVEN

M. F. Brewer

NEW ORLEANS

D. G. Carlin 2*

NEW YORK

C. E. Heister

OMAHA

G. G. Kalls

LOUISVILLE

A. O'Bryan*

J. T. Wellman 27*

R. S. Williams*

MILWAUKEE

W. A. Partee 9*

MINNEAPOLIS

F. B. Thorne

NEWARK

H. C. Hess

NEW HAVEN

W. A. Mulligan

NEW ORLEANS

H. J. Calhoun

W. J. Cregar

F. Pritchard

NEW YORK

D. J. Allingham 27*

H. W. DeMott 20*

K. K. Freund 14*

T. M. Gleason 25*

J. L. Goodwin

A. Graf

G. M. Guest 26*

J. E. Guy 7*

I. Kornfeld

L. Kugel

L. E. LeMaster

E. J. Matthews

D. D. Raine

G. Rannenberg

R. C. Robinson

J. E. Rowland

I. Rubin

J. Schwartz 15*

N. Sykes

C. C. Waters

G. N. White 21*

OAKLAND

J. E. Geissinger

OMAHA

F. P. Shedd

PHILADELPHIA

L. A. Dunn

H. K. Goslin

H. C. Pindar*

E. V. Sherry

C. F. Tregear*

J. W. Turner 11*

PITTSBURGH

A. R. Davis

J. E. Eskey

A. E. Hanna

M. V. Miller 27*

PORTLAND, ME.

W. E. Ayers

PORTLAND, ORE.

H. J. Brown

C. E. Gray

G. D. Roe

C. E. F. Russ

PROVIDENCE

J. H. Alden*

E. D. Crandall 6*

J. L. Schora

RICHMOND

A. Bartlett

ROCHESTER

G. C. Burgess

C. C. Johnson

SAN ANTONIO

E. M. Bushee

J. T. Jackson

SAN FRANCISCO

D. G. Becknell

C. H. Billington 6*

J. C. Deardorf

A. F. Lines

A. W. Morf

P. Pearson

SOUTH BEND

Bert Mowers

SPRINGFIELD, MASS.

G. M. Davis

H. H. Nunemaker

L. F. Reynolds

C. D. Sparwasser

L. E. White 6*

ST. LOUIS

D. M. Elliott

L. A. Platz

TOLEDO

E. L. Knott 3*

WASHINGTON

H. D. Cashman

S. E. Richter

H. L. Rudnick 11*

E. C. Weeks

WICHITA FALLS

J. B. Reighard

WORCESTER

A. R. Smith

Consolation Winners in February

The Consolation Contest was run in the month just past as an opportunity for the losers in the individual contests of November, December and January, to turn the tables on the series winners and prove that they were game enough to "come back." Quite a number of them made good, but in the majority of cases, the original winners again demonstrated their superiority. The first list below shows those offices, previously defeated, who won the consolation. The second list shows the offices which repeated the series victory they had gained in the previous months. The consolation in February ended this series of individual races, which proved very popular and aroused a great deal of sporting feeling among the managers and salesmen. The book is closed and the records stand. Now all attention is focused on the Big March Radio Contest.

Dodge, Baltimore
Defeated Cleveland
Knox, Detroit
Defeated Cleveland
Jones, Des Moines
Defeated Davenport
Courtenay, Houston
Defeated San Antonio
Crandall, Providence
Defeated Milwaukee
Dunn, Philadelphia
Defeated New York
Ralls, Los Angeles
Defeated San Francisco
Stevenson, Springfield, Ill.
Defeated Evansville
Tomkinson, Fresno
Defeated Oakland
Gilmore, Dayton
Defeated Akron
Patterson, Johnstown
Defeated Harrisburg
Edwards, Little Rock
Defeated Scranton
Ayers, Portland, Me.
Defeated Newark
Bartlett, Richmond
Defeated Albany
Hinck, Jacksonville
Defeated Bangor
Patterson, Birmingham
Defeated Memphis
Larsen, Chicago
Defeated Boston

Kennedy, Dallas
Defeated Fort Worth
Mitchell, Denver
Defeated Omaha
Mowers, South Bend
Defeated Fort Wayne
Teer, Indianapolis
Defeated Columbus
Jones, Kansas City
Defeated Cincinnati
Brainerd, Hartford
Defeated Buffalo
Miller, Pittsburgh
Defeated St. Louis
Reighard, Wichita Falls
Defeated Waco
Wellman, Louisville
Defeated Rochester
Partee, Milwaukee
Defeated Minneapolis
Flagg, Rockford
Defeated Peoria
Russ, Portland, Ore.
Defeated Seattle
Mann, Atlanta
Defeated New Orleans
Mulligan, New Haven
Defeated Bridgeport
House, Erie
Defeated Youngstown
Knott, Toledo
Defeated Grand Rapids
Smith, Worcester and
Platz, St. Paul
Defeated Springfield, Mass.

Two Exceptional Records

Those interested in school and educational work will be pleased to hear of these two exceptional records which have been made by students writing on the Royal Typewriter. The premium which has been placed on typewriting accuracy by the Royal Typewriter Company is reaping excellent co-operation from the schools and students even to the extent of their practice tests.



The best practice record reported to us was made by Miss Alta Merrill, a student of the Success Business College of Seattle. She made four separate tests on different days, two of one hour each, one of fifteen minutes, and one of ten—averaging nearly fifty words a minute—and there was not a single error in any of her papers. Her fine record was commented upon in the newspapers. The picture to the left shows her operating her Royal typewriter.

To the right is the picture of Miss Sylvia C. Leao, a student of the Richmond Business School, of Richmond, Va., who won a Royal Typewriter. Miss Leao made the best record of any who have ever won the highest Royal Award, writing 95 net words a minute for fifteen minutes, with only two errors. Miss Leao has accomplished quite a feat, and her wonderful record is going to require a great effort to beat.

DEALERS MAKING M. A. D. JANUARY

1—Mrs. S. D. Hendley
Miami, Fla.
2—R. G. Nichols
Topeka, Kan.
3—J. E. Gaffaney
Fargo, N. D.

4—Walter W. Prior
Trenton, N. J.
5—H. J. Roof
Tampa, Fla.
6—J. C. Good
Tulsa, Okla.

7—W. W. White
Chattanooga, Tenn.
8—H. J. Smith
Parkersburg, W. Va.

CANADA—Royal Typewriter Company, Ltd.
T. G. Lewis, Ottawa

GREAT BRITAIN—Visible Writing Machine Co., Ltd., London

1—H. D. Ebbutt*
2—J. Harrison*
3—F. Tree*
4—H. W. D. Buckridge*
5—C. Sailer*
6—H. Herman*

7—J. Sears
8—W. H. Roberts*
9—James Hunt
10—W. D. Morgan
11—B. Harris*
12—A. F. Thomas*
13—L. Harris*

14—C. A. Bak*
15—R. T. Hepworth*
16—F. W. Johnson*
17—S. H. Goodwin*
18—A. J. VanDervelde
19—P. C. Fielding

20—A. W. Thomas
21—H. V. Schofield
22—J. C. Barlow
23—J. W. Barker
24—F. J. Soan
25—S. V. Hall

MEXICO—M. E. Raya & Company
1—Alfredo Aguirre
2—Alonso M. Garza
3—Alfredo Garza
4—Carlos S. Garza

LATVIA—O. & J. Dalitz Bros.
James Dalitz

GUATEMALA—James P. Howell
1—D. V. Elias
2—V. M. Ramirez

SWEDEN—Aktiebolaget Maskinaffären
Royal Standard
Jonas Eriksson

FRANCE—J. H. Davis & Co.
J. H. Davis

BELGIUM—Societe Anonyme Belge Americaine de Machines de Bureaux—Henry Ureel

AUSTRALIA—Sydney Pincombe, Ltd.
1—W. J. Sheehy
2—R. G. Hood
3—R. H. Eastman

CZECHOSLOVAKIA—Joseph Foist
1—Alois Foist
2—L. Mazanek

4—E. S. Stack
5—H. H. Eastman

4—A. Smatlak